

Appl. No. 10/044,610
Amdt. dated March 16, 2005
Reply to Office Action of January 12, 2005

Amendments to the Specification:

Please replace the paragraph beginning at page 3, line 19, with the following rewritten paragraph:

Further details of an ESL system suitable for use in conjunction with the present invention are found in U.S. Patent Application Serial No. [[_____]] 10/044,021 filed January 11, 2004₂ entitled "Methods and Apparatus for Performing Delta Updates of an Electronic Shelf Label", U.S. Patent Application Serial No. [[_____]] 10/044,020 filed January 11, 2004₂ entitled "Methods and Apparatus for Reduced Electronic Shelf Label Power Consumption" now U.S. Patent No. 6,626,359, U.S. Patent Application Serial No. [[_____]] 10/044,535 filed January 11, 2004₂ entitled "Methods and Apparatus for Error Detection and Correction of an Electronic Shelf Label System Communication Error", U.S. Patent Application Serial No. [[_____]] 10/044,439 filed January 11, 2004₂ entitled "Methods and Apparatus for Automatically Locating an Electronic Shelf Label", U.S. Patent Application Serial No. [[_____]] 10/044,440 filed January 11, 2004₂ entitled "Methods and Apparatus for Conserving Battery Power in an Electronic Shelf Label System", U.S. Patent Application Serial No. [[_____]] 10/044,688 filed January 11, 2004₂ entitled "Methods and Apparatus for Automatic Assignment of a Communication Base Station and Timeslot for an Electronic Shelf Label", U.S. Patent Application Serial No. [[_____]] 10/044,687 filed January 11, 2004₂ entitled "Methods and Apparatus for Error Detection and Correction in an Electronic Shelf Label System", all of which are

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assigned to the assignee of the present invention and incorporated by reference herein in their entirety.

Please replace the paragraph beginning at page 4, line 21, with the following rewritten paragraph:

The system 100 also includes CBSs 120 and ESLs 122. The CBSs 120 may be suitably mounted in or near the ceiling of the retail establishment. ESLs 122 are typically attached to store shelving adjacent to items. In one aspect, the system 100 includes a plurality of groups of ESLs 122 and a plurality of CBSs 120, with each group of ESLs 122 assigned to one of the CBSs 120. A record of this assignment relationship is stored in system memory, for example, as part of the data stored in the ESL data file 109.

Please replace the paragraph beginning at page 6, line 10, with the following rewritten paragraph:

After receiving messages, the ESLs 122 transmit responses to CBSs 120 over communication links 126. The CBSs 120 would processes and retransmits the response messages to the CBS manager 112 over communication links 124. The CBSs 120 may also detect the signal strength of the responses and report the signal strengths to the host computer system 102.

Please replace the paragraph beginning at page 9, line 6, with the following rewritten paragraph:

At any particular time, a current active sequence register 312 indicates which one of the four sequence registers controls the text displayed by the ESL 122. In the example shown in Fig.

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3, the current active sequence register 312 contains a "1", indicating that the first sequence register 304 will be utilized, and information will be displayed as detailed above. If a message transmitted to the ESL 122 writes the current active sequence register 312 to "2", then the text displayed will be controlled by the second sequence register 306. The second sequence register 306 will then force the contents of the second display register 302₂ to display for 10 cycles, or about 2.3 seconds, the contents of the fifth display register 302₅ to display for 5 cycles, or about 1.17 seconds, the contents of the sixth display register 302₆ to display for 5 cycles, and the contents of the seventh display register 302₇ to display for 5 cycles, with the contents of the remaining display registers 302 not being displayed. Thus, the ESL 122 displays "1.99 .50" for about 2.3 seconds, "YOU SAVE" for about 1.17 seconds, "0.51" for 1.17 seconds, and "WITH CARD" for 1.17 seconds, with the cycle repeating. Thus, a customer sees a sequence of "1.99 .50", "YOU SAVE", "0.51" and "WITH CARD", informing the customer that the total cost of the item is \$2.50 and the unit price is \$ 0.67, and encouraging the customer to save \$ 0.51 by using a frequent shopper card to purchase the item.